

**REMARKS**

Applicant respectfully requests reconsideration and allowance of the subject application. Claim 1 is amended. Claims 1-27 are pending in this application.

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**35 U.S.C. § 103**

Claims 1-27 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over LoBiondo et al, U.S. Patent Number 5,305,199 (hereinafter "LoBiondo") in view of Eder, U.S. Patent Number 5,615,109 (hereinafter "Eder"). Applicant respectfully traverses the rejection.

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Claim 1 as amended recites a method including "detecting the occurrence of a marketing event for a customer, the marketing event regarding one or more printing device replaceable components *of a particular brand*." Neither LoBiondo nor Eder, alone or in combination, teach or suggest printing device replaceable components of a particular brand.

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LoBiondo describes a consumable supplies monitoring/ordering system for reprographic equipment. Usage data from a plurality of networked reprographic machines is supplied to a single tracking system for monitoring inventories of supplies consumed by the network. The goal of the LoBiondo system is "to achieve just-in-time inventory control so that inventory carrying costs can be minimized." *LoBiondo, Col. 1, Lines 31-32*. The inventory control is provided from "an inventory tracking system module 20 that tracks the inventory and reorder status of consumable supplies, such as marking materials in the form of toners or inks, and recording media, such as paper sheets." *LoBiondo, Col. 2, Lines 40-44*. LoBiondo, however, does not disclose, teach or suggest "a particular brand" as claimed. LoBiondo does not make reference to a brand or equivalents thereof.

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Eder does not cure the forgoing defects of LoBiondo. Eder describes a method of and system for generating feasible, profit maximizing requisition sets. Eder mentions "rewarding customers with discounts based on their total level of business during some time period." *Eder, Col. 2, Lines 1-3.* Eder  
5 further describes "a computer based inventory control method and system" in which a "feasible profit maximizing set of requisitions are created." *Eder, Abstract, Lines 1-2.* Although Eder mentions vendors, Eder does not disclose, teach, or suggest "a particular brand" as claimed. Like LoBiondo, Eder does not make reference to a brand or even mention the word brand or equivalents  
10 thereof.

Therefore, claim 1 is allowable over the submitted references. Withdrawal of the rejection is respectfully requested.

Claims 2-15 depend from allowable claim 1, and are therefore allowable by virtue of this dependency. Therefore, the rejection of these claims should be  
15 withdrawn.

Claim 16 recites printing device usage being a number of pages printed by a particular brand of printing devices owned by a customer. Neither LoBiondo nor Eder, alone or in combination, teach or suggest a particular brand of printing devices owned by a customer. As previously stated,  
20 LoBiondo describes a consumable supplies monitoring/ordering system for reprographic equipment. Eder describes a method of and system for generating feasible, profit maximizing requisition sets. Neither LoBiondo nor Eder mentions the word "brand" or equivalents thereof.

Claim 16 also recites a printing device usage database that stores  
25 printing device usage for a plurality of customers. Neither LoBiondo nor Eder, alone or in combination, teach or suggest a plurality of customers as claimed. For instance, in the Abstract, LoBiondo describes "a reprographic machine

includes an inventory tracking system for monitoring consumable supplies.”

*LoBiondo, Abstract, Lines 1-2.* LoBiondo describes “usage data from a plurality of networked reprographic machines is supplied to a single tracking system for monitoring inventories of supplies consumed by the network.”

5 *LoBiondo, Abstract, Lines 2-5.* The single tracking system, however, does not teach or suggest a plurality of customers, but rather monitors usage by machines in the network. Thus, even though LoBiondo describes a plurality of machines, LoBiondo does not teach or suggest a database of a plurality of customers.

10 Eder does not cure the foregoing defects of LoBiondo. Eder describes “an inventory management system that creates and displays a prioritized list of profit-enhancing changes to base-level requisitions that are feasible within the projected financial constraints *of the company.*” *Eder, Col. 16, Lines 17-20 (emphasis added).* Therefore, Eder describes a single company, and not a  
15 database that stores printing device usage “for a plurality of customers” as claimed.

Therefore, claim 16 is allowable over the submitted references. Withdrawal of the rejection is respectfully requested.

Claims 17-23 depend from allowable claim 16, and are therefore  
20 allowable by virtue of this dependency. Therefore, the rejection of these claims should be withdrawn.

Claim 24 recites “calculating printing device usage for the customer by determining a number of pages printed over a usage time period by printing devices owned by the customer that *utilize a particular brand of printing*  
25 *device replaceable component*”. Neither LoBiondo nor Eder, alone or in combination, teach or suggest *a particular brand of printing device replaceable*

*component*. Therefore, claim 24 is allowable over the submitted references.  
Withdrawal of the rejection is respectfully requested.

Claims 25-27 depend from allowable claim 24, and are therefore  
allowable by virtue of this dependency. Therefore, the rejection of these claims  
5 should be withdrawn.

### **Official Notice**

The Applicant respectfully demands evidence for any official notice  
taken in the Office Action, either directly or indirectly.

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### **Missing Limitations**

With respect to pending independent claims, the rejections in the Office  
Action fail to give proper weight to the limitations identified above, especially  
since these limitations are missing from both the applied art and the art of  
15 record, either alone or in any combination. Moreover, these missing limitations  
are not otherwise supported by way of official notice, stated scientific theory,  
basis for common knowledge in the art, or cited legal precedent. The  
Applicant respectfully demands evidence for these missing limitations.


### **Conclusion**

20 All pending claims 1-27 are in condition for allowance. Applicant  
respectfully requests reconsideration and prompt issuance of the subject  
application. If any issues remain that prevent issuance of this application, the  
Examiner is urged to contact the undersigned attorney before issuing a  
25 subsequent Action.

Respectfully Submitted,

Dated: \_\_\_\_\_

By: \_\_\_\_\_

  
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